



Public Service Commission of Wisconsin Department of Natural Resources



For Immediate Release: May 16, 2006

Contacts:

PSC: Linda Barth or Amanda Riddell, (608) 266-9600

DNR: Todd Ambs (608) 264-6278

Public and Media Encouraged to Attend Water Conservation Symposium

MADISON – The Public Service Commission of Wisconsin (PSC) and the Department of Natural Resources (DNR) are hosting a Water Conservation Symposium in Sheboygan on Tuesday, May 23rd. The symposium, which is the first of its kind in Wisconsin, will focus on Governor Jim Doyle's *Conserve Wisconsin* agenda and will be the basis of a statewide water conservation strategy presented to the Governor in August.

The symposium will provide an opportunity for utilities, consumers and the government to share ideas on how to reduce water use in Wisconsin. The symposium will focus on:

- Demand-side initiatives to reduce water use and
- How reducing water demand can protect our lakes, rivers and wetlands.

Several nationally-recognized experts will be presenting at the symposium, as well as water experts from Wisconsin. Anyone interested in water conservation efforts in Wisconsin is invited to attend the symposium. Members of the media are also encouraged to attend. Speakers will be made available for interviews throughout the day.

What	Water Conservation Symposium
Who	<ul style="list-style-type: none">• Public Service Commission of Wisconsin• Wisconsin Department of Natural Resources• Dr. Janice Beecher, Director of the Institute of Public Utilities, Michigan State University• Amy Vickers, Consultant and author of the <i>Handbook of Water Use and Conservation</i>• David Broustis, Manager of Urban Water Conservation, Seattle Public Utilities• Cheryl Davis, Director of Water Supply and Treatment, San Francisco Public Utilities Commission• Wisconsin water utilities• Water conservation stakeholders

(MORE)

Where Blue Harbor Conference Center
725 Blue Harbor Drive
Sheboygan, WI 53081

When Tuesday, May 23, 2006
8:00 a.m. – 5:00 p.m.

How to Visit the PSC's website at:
Register <http://psc.wi.gov/conservationWater/index-waterConservation.htm>.

If members of the public have questions about the symposium or need additional information, please contact Chela O'Connor at 608-266-1125 or chela.oconnor@psc.state.wi.us.

If members of the media have questions or need additional information, please contact Amanda Riddell at 608-266-9600 or amanda.riddell@psc.state.wi.us.

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